DECEMBER 2023 **P/ID 36806/PJO2F**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Agenda-Setting Theory
2. Media consumption
3. Gate keeping
4. Silent majority
5. Pluralistic ignorance
6. Implicit Bias
7. Memory Effects
8. Group Polarization
9. Interactivity
10. Usability
11. Persuasive Tactics
12. Choice architecture

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. How has the rise of digital media transformed the media landscape?

14. What role does social media play in political communication and mobilization?

15. What is the Hostile Media Effect, and how does it impact the perception of media bias in news reporting?

16. What is the cognitive approach to mass communication?

17. What are the key principles of human-computer interaction (HCI) approaches?

18. What is Cialdini's Model of Influence, and what are the six principles of persuasion according to this model?

19. What are the different approaches to communication by design?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the concept of media literacy and its importance in the modern world.

21. Evaluate Walter Lippmann's theory of public opinion and its relevance in the modern era.

22. Critically evaluate the spiral of silence theory, discussing its underlying psychological factors and potential implications for media credibility and public trust.

23. Explore the phenomenon of Fear of Missing Out (FOMO) in the digital age, considering its implications for social media addiction and anxiety.

24. Discus the ethical and societal concerns related to media manipulation, considering the impact of misinformation and manipulation on public discourse and democratic processes.

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